



## NEWS RELEASE

For immediate release

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### **eSafety Challenge receives EU funding boost**

The FIA Foundation coordinated eSafety Challenge, the annual event to promote life-saving eSafety technologies, has today (23) announced a €1.6 million contribution from the European Commission to support its campaigning activities.

eSafety technologies are crucial for helping drivers make the right decisions in emergency situations and have the potential to save thousands of lives on the roads around the world. The next eSafety Challenge will take place on 13 July 2010 at the UK's Millbrook vehicle testing centre.

Some of the world's best drivers are supporting the eSafety Challenge, to help promote and highlight the life-saving potential of eSafety technologies.

Formula One stars Michael Schumacher, Heikki Kovalainen, Robert Kubica, Timo Glock, Giancarlo Fisichella, six-time Rally World Champion Sebastien Loeb, eight-time 24 Hour Le Mans winner Tom Kristensen, and German Touring Car series star Susie Stoddart have all supported eSafety campaigns coordinated by the FIA Foundation by demonstrating eSafety technologies at events throughout Europe.

#### **Michael Schumacher, Seven-time Formula One World Champion, said:**

"I am proud to be associated with this campaign. I am convinced that these technologies are critical in our collective bid to improve road safety. We must continue to raise awareness of their benefits in order to achieve our goal of reducing the numbers of people killed on the roads."

#### **David Ward, Director General of FIA Foundation, said:**

"New cars today are much safer than they were 10-15 years ago thanks to improved crash test standards, crumple zones, seatbelts, and air bags which help protect occupants in a crash. But annually at least 1.2 million people are killed in traffic and more than 50 million are injured worldwide. We've seen that safe cars protect passengers in an accident, but with these new vehicle safety technologies we can prevent an accident happening in the first place. We need to make sure that people know about these technologies when they select their next car."

Each of the promoted safety systems has the potential to save lives by addressing the root cause of some of the most common accidents. Estimates for Electronic Stability Control (ESC) alone show that in Europe it could save 4,000 lives and prevent more than 100,000 injuries if fitted to all cars.

## Note to editors

- eSafety refers to vehicle technologies that can assist the driver in an emergency situation and by providing vital information and warnings to help avoid the situation occurring in the first place. The systems increase car occupants' safety by helping the driver make the right decisions and remain in control of the car by informing, advising and alerting about dangerous situations.
- The eSafety Challenge is funded by the European Commission, the FIA Foundation and eSafetyAware. Other partners include the FIA, CLEPA, H3B and IMK.
- The Challenge focuses on innovative vehicle safety technologies and the potential for lives to be saved on the roads through increased deployment of these technologies. An important obstacle for deployment is the lack of awareness among both policymakers and end users, which is affecting policy support, user expectations and readiness for change. The key eSafety applications promoted by the eSafety Challenge are:
  - Electronic Stability Control
  - Blind Spot Monitoring
  - Lane Support Systems
  - Speed Alert
  - Warning and Emergency Braking Systems
  - Adaptive headlights
- The FIA Foundation is an independent UK registered charity which manages and supports an international programme of activities promoting road safety, environmental protection and sustainable mobility, as well as funding specialist motor sport safety research. As a precursor to the eSafety Challenge, the Foundation ran the ChooseESC! campaign which successfully raised awareness of the anti-skid technology Electronic Stability Control.

For more information please visit: [www.esafetychallenge.eu](http://www.esafetychallenge.eu)

Visit the FIA Foundation: [www.fiafoundation.org](http://www.fiafoundation.org)

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